

ORDER



Orders	Order / Rev:	167628
	Alt Order #:	06859043
	Product Desc:	CRAVAACK 4 CONGRESS
	Estimate:	C09C15
	Flight Dates:	10/09/12 - 10/15/12
	Original Date / Rev:	09/27/12 / 09/27/12
	Order Type:	GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE:	Rachel Chason
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	Smart Media Group
	Buying Contact:	
	Billing Contact:	
		814 King Street Ste. 400
		Alexandria, VA 22314-3069

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Cravaack for Congress
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	1
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	23	\$14,750.00	\$12,537.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	23	\$14,750.00	\$12,537.50	59.20
Totals	23	\$14,750.00	\$12,537.50	59.20

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	40%	\$14,750.00
Market	100%	\$36,875.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	60%	\$22,125.00
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	0%	\$0.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	10/09/12	10/09/12	M-F Midday News M-F Midday News	CM	11a-12p	- T- - - - -	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- T- - - - -		1		\$500.00		2.60					
E 2	M	10/10/12	10/10/12	M-F Midday News M-F Midday News	CM	11a-12p	- - W- - - -	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															

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E 2	M	10/10/12	10/10/12	M-F Midday News M-F Midday News	CM	11a-12p	--W----	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$500.00		2.60						
E 3	M	10/11/12	10/11/12	M-F Midday News M-F Midday News	CM	11a-12p	---T---	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$500.00		2.60						
E 4	M	10/12/12	10/12/12	M-F Midday News M-F Midday News	CM	11a-12p	----F--	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$500.00		2.60						
E 5	M	10/15/12	10/15/12	M-F Midday News M-F Midday News	CM	11a-12p	M-----	:30	1	\$500.00	1	2.60	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$500.00		2.60						
E 6	M	10/10/12	10/10/12	M-F GMA M-F GMA	CM	7-9a	--W----	:30	1	\$750.00	1	2.20	NM	1	\$750.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$750.00		2.20						
E 7	M	10/12/12	10/12/12	M-F GMA M-F GMA	CM	7-9a	----F--	:30	1	\$750.00	1	2.20	NM	1	\$750.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$750.00		2.20						
E 8	M	10/15/12	10/15/12	M-F GMA M-F GMA	CM	7-9a	M-----	:30	1	\$750.00	1	2.20	NM	1	\$750.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$750.00		2.20						
E 9	M	10/13/12	10/13/12	Sa 6-7a Sat 6a News	CM	6-7a	-----S-	:30	2	\$450.00	1	2.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	2		\$450.00		2.00						
E 10	M	10/13/12	10/13/12	SA GMA Sa GMA	CM	7-8a	-----S-	:30	2	\$800.00	1	2.90	NM	2	\$1,600.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	2		\$800.00		2.90						
E 11	M	10/14/12	10/14/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----S	:30	2	\$450.00	1	2.30	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	2		\$450.00		2.30						
E 12	M	10/14/12	10/14/12	SU GMA Su GMA	CM	7-8a	-----S	:30	2	\$900.00	1	3.90	NM	2	\$1,800.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	2		\$900.00		3.90						
E 13	M	10/14/12	10/14/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	2	\$900.00	1	3.70	NM	2	\$1,800.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	2		\$900.00		3.70						
E 14	M	10/09/12	10/09/12		CM	430-5p	-T-----	:30	1	\$600.00	1	2.00	NM	1	\$600.00

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				M-F 430-5p News 430p News											
5 EW NW430P MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- T - - - -		1		\$600.00		2.00					
E 15	M	10/10/12	10/10/12	M-F 430-5p News 430p News	CM	430-5p	- - W - - -	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- - W - - -		1		\$600.00		2.00					
N 16	M	10/11/12	10/11/12	M-F 430-5p News 430p News	CM	430-5p	- - - T - -	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- - - T - -		1		\$600.00		2.00					
N 17	M	10/12/12	10/12/12	M-F 430-5p News 430p News	CM	430-5p	- - - - F -	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- - - - F -		1		\$600.00		2.00					
N 18	M	10/15/12	10/15/12	M-F 430-5p News 430p News	CM	430-5p	M - - - - -	:30	1	\$600.00	1	2.00	NM	1	\$600.00
5 EW NW430P MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M - - - - -		1		\$600.00		2.00					
													Totals	23	\$14,750.00